

For Immediate Release

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SunFed's Flavor Rich™ Perfect Honeydews® soon to arrive at Retail Outlets

Mature Melons to Ship beginning in late April

Emeryville, CA – April 18, 2007 – Scientific Certification Systems (SCS), an independent third-party certifier of food purity and food quality claims, has certified SunFed's Perfect Honeydews® as Flavor Rich™, a guarantee of consistent high quality flavor performance. SunFed will harvest its certified honeydews in mid-April and ship them to stores throughout North America through June.

SunFed's Perfect Honeydews® are able to consistently meet consumers' flavor expectations thanks to SunFed's exhaustive approach toward flavor management in partnership with SCS. This flavor management program addresses everything affecting flavor and quality ranging from seed varieties and farming methods to the timing of harvests and the methods used for post-harvest handling.

"SunFed's collaboration with SCS is key to our success in providing the consumer with consistently satisfying honeydews," said Steve Kenfield, president, SunFed. "The Flavor Rich™ certification signals to our retail customers and individual consumers that we are totally committed to ensuring that our Perfect Honeydews® deliver a reliable eating experience."

As examples of its flavor management methods, SunFed harvests its melons only when they have achieved maturity, in contrast to the practice of harvesting melons when pre-mature to allow for shipping times. SunFed also carefully sorts the melons during harvest, maintains strict temperature controls, and quickly speeds them to market.

Wil Sumner, director of testing services for Scientific Certification Systems, stated, "Flavor management is a rigorous and highly analytic process. We work with SunFed on their entire process from seed to store, and we include flavor research, direct sensory evaluation, product analysis, and constant, highly refined feedback and adjustments. SunFed has truly earned its Flavor Rich™ certification."



Another of the key components of SunFed's flavor management success is its new distribution facility located in Rio Rico, Arizona. The facility features three state-of-the-art forced air cooling tunnels, as well as the use of ozone in the product handling areas. The ability to ship the product at the correct temperature is essential to achieving optimal maturity at harvest. Meanwhile, the ozone holds the ambient ethylene at below 2 parts per million, a critical element in controlling ripening, which results in minimal shrink at retail. These rigorous quality control measures support SunFed's value-added approach of providing the freshest, best tasting product that maximizes sales and minimizes shrink.

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About Scientific Certification Systems (SCS)

SCS is an independent certifier of environmental, sustainability, food quality and food purity claims. Over two decades, SCS has developed internationally recognized standards and certification programs aimed at spurring the highest level of environmental improvements, social responsibility, and product performance. Its programs span a wide cross-section of the economy, recognizing accomplishments in agricultural production, food processing and handling, forestry, fisheries, flowers and plants, energy, green building, manufacturing, and retail. For more information about SCS, visit www.scscertified.com or call 510-452-8000.

About SunFed

SunFed is a privately held produce distributor located in Rio Rico, Arizona. The company was established in 1993 with the mission of providing Perfect Produce from Mexico. SunFed has been a pioneer in advancing food safety practices and innovative quality initiatives. SunFed's focus is to provide the consumer with the freshest possible vegetables and the best tasting fruit. In addition to working with SCS on the Flavor Rich program, SunFed has partnered with Israel based StePac to extend the freshness of its vegetables. StePac's Xtend modified atmosphere liners is a critical component of SunFed proprietary freshness program. The combination of leading edge technology, consumer quality evaluation, food safety and the most progressive growers in Mexico has lead to SunFed's success and provides the foundation for future growth. For more information about SunFed please visit www.sunfed.net or call 520-281-4689.

